9TH ANNUAL NATIONAL CONFERENCE OF STUDENT ELECTRONIC MEDIA

NOVEMBER 7 - 10, 1996
RHODE ISLAND CONVENTION CENTER
PROVIDENCE, RHODE ISLAND

MEDIA IN TRANSIT

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS

MEDIA IN TRANSIT

About NACB

The National Association of College Broadcasters (NACB) is the trade organization for student electronic media. Founded in 1988, NACB exists so that the student media community will have an accessible resource for advice and information, and a venue for exchanging ideas and innovative concepts. NACB provides educational opportunities for individuals with an interest in media and communications, and offers a wide range of services to meet the dynamic needs of its members. We encourage student stations to attain the highest possible standards, thereby enhancing the communities they serve.

NACB is a member-run, non-profit organization. The Executive Board is composed of students and faculty from member stations. NACB's National Office staff are drawn from the student media and non-profit sectors.

Conferences

The vision of NACB is realized through its commitment to bring together the students and faculty whom it serves. NACB conferences offer a unique forum for students and media personnel to learn from each other through seminars and workshops.

College Broadcaster

Respected by students and professionals alike, *College Broadcaster* is a member-only publication covering news that affects the educational community. Highlighting changes taking place within student media, the magazine offers a comprehensive mix of articles and features geared towards radio and television managers and staff in every department of the station.

U Network®

U Network® is creative, young and on the edge. The student-produced, affiliate-run national satellite network for student television brings the best of student programming to campuses hungry for entertainment and issues that affect them. As U Network producers, students are challenged to develop innovative and quality programming in comedy, drama, experimental, news and other genres.

If you are a:

Station Advisor
Station Manager
Music Director
News Director
Promotions Director
Sales Director
DJ
Journalist
Producer/Director
Writer
Radio Engineer
Television Engineer
Communications Educator
Department Head
Coordinator of Media Services
Media Equipment Supplier
Non-Profit or Community Based Organization
Record Company
Visionary

It's time to Get On Track...

Gain the information you need to find your way in today's ever-changing media environment. Discover how far your creativity can take you.

No matter where you want to go...you can get there from here.

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NO MATTER WHERE YOUR FUTURE IS HEADED, NACB CAN GET YOU THERE FASTER.

THE NATIONAL '96 IS DESIGNED TO KEEP YOU ON TRACK WITH ADVANCEMENTS IN THE INDUSTRY. NETWORK WITH OTHER STUDENTS, FACULTY AND PROFESSIONALS THROUGH INFORMATIVE SEMINARS AND WORKSHOPS. ACQUIRE THE KNOWLEDGE NECESSARY TO HELP YOUR STATION ACHIEVE ITS BEST, AND TO PREPARE YOU FOR WHAT LIES AHEAD.

MEDIA IN TRANSIT

SCHEDULE

THURSDAY, NOVEMBER 7, 1996

12 pm	Registration Opens
1 pm - 5 pm	Media Workshop & Exhibits
2 pm	Seminar Sessions begin
5 pm - 6 pm	Opening Welcome

FRIDAY, NOVEMBER 8, 1996

8:30 am	Faculty Forums
9 am	Registration Opens
10 am - 6:30 pm	Media Workshop & Exhibits, Seminar Sessions
3:00 - 4:15 pm	NACB Business Meeting & Elections

SATURDAY, NOVEMBER 9, 1996

8:30 am	Faculty Forums
9 am	Registration Opens
10 am - 4:45 pm	Seminar Sessions
6:00 pm	NACB Awards Dinner
7:00 pm	Keynote Address 6th Annual National Student Radio & National Student TV Programming Awards Ceremonies

SUNDAY, NOVEMBER 10, 1996

9:30 - 12 pm	Food For Thought Brunch

SEMINARS

NEWS & VIEWS
Careers in News
Election '96
First Amendment Revisited
International Programming
News Programming Resources
Student News

THE MUSIC INDUSTRY
Independent Labels
Music Licensing: Radio
Music Licensing: Television
Music Trades
Record Company Relations
The Compilation CD

MANAGEMENT & MEMBERSHIP
Ask an Engineer
Business Law for Broadcasters
Managing Student Television
Managing Student Radio
Upgrading Your Station
Working with your Budget

RADIO
From Aircheck To Paycheck
Improving Voice Performance
Multicultural Radio
Phasing in Digital Production
Starting a Student Radio Station
Your issues, Your airwaves

TV PROGRAMMING
Better Sports Coverage
Essentials of Program Development
Documentary Programming
Producing Comedy
Starting a Student TV Station
Talk vs. Trash

SALES & PROMOTIONS
Effective Sales Tools
Fundraising & Development
On- Air Promotions
Rate Cards & Media Kits
Selling on the 'Net
Student Radio Cooperative

TECHNOLOGY FRONTIERS
Designing for the Web
Digital Video
Futures Roundtable
'Net Ethics
Real Audio - Live (Broadcasting on the Internet)
So You've Got a Web Page - Now What?

FACULTY FORUMS
Building Bridges to the Outside World
F/S Board Meeting
Methods of Advising
New Advisers/New Ideas
Teaching Sales & Underwriting
The Internet as a Learning/ Teaching Tool

Plus...The NACB Annual Business Meeting, U Network®, Student Showcases and more!

MEDIA WORKSHOP
NACB's Media Workshop demonstrates the latest innovations in technology. Exhibitors offer useful tips on how to improve your production and utilize programming resources. These workshops feature interactive and educational seminars covering audio and video production, equipment maintenance, non-linear editing and internet applications.

REGISTRATION

REGISTRATION RATES: Registration rates are $80/person (member) and $95/person (non-member) until October 24, 1996. Rates after October 24 are $90/person (member) and $105/person (non-member). These rates cover all events for all four days including the NACB Awards Dinner, and Food For Thought brunch.

3 WAYS TO REGISTER OR OBTAIN MORE INFORMATION: Call NACB at 401-863-2225, Fax NACB at 401-863-2221, or email : NACB@BROWN.EDU

INCLUDE THE FOLLOWING INFORMATION: Head delegate, additional registrants, school, station/dept., address and phone number.

ACCOMMODATIONS: Biltmore Hotel at 401-421-0700, Westin Hotel at 401-598-8000 , Holiday Inn at 401-831-3900
Be sure to specify that you are attending the NACB National. Hotel reservations must be made by October 24, 1996; late reservations will be accepted on a space-available basis.

DISCOUNT TRAVEL: Travel Concepts: 800-983-6900, contact Susan Hamilton. Dollar Rent A Car: Call 800-800-4000; refer to #NA1229, AMTRAK: 800-USA-RAIL; refer to FARE CODE X-51C-926

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RHODE ISLAND CONVENTION CENTER
PROVIDENCE, RHODE ISLAND

NACB
71 George Street
Providence, RI
02912-1824
USA

ATTENTION:
Mass Communication
Departments, Campus
Radio and TV.
PLEASE POST.

NON PROFIT ORG.
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BIRMINGHAM, AL
PERMIT 706